A3940.1 C.U

The College Placement Council 62 Highland Avenue / Bethlehem, PA 18017

The national association for career planning, placement, and recruitment

CPC Salary Survey

REGIONAL Interim Report No. 3 April 1985

SOUTHERN REGION (SCPA)

Alabama A & M University
Auburn University
Clemson University
Duke University
Duke University - Fuqua School of Business
Florida A & M University
Georgia Institute of Technology
University of Georgia
Jackson State University
University of Kentucky
Mary Washington College
Memphis State University
Mississippi State University
University of Mississippi
North Carolina A & T State University
University of North Carolina - Chapel Hill
University of North Carolina - Greensboro
University of South Florida
Tennessee State University
University of Tennessee - Knoxville
Tulane University
Vanderbilt University
Vanderbilt University - Owen Graduate School of Management
Virginia Polytechnic Institute and State University
University of Virginia
University of Virginia - Colgate Darden Graduate School of Business
Wake Forest University
Wake Forest University - Babcock Graduate School of Management

The 187 placement offices at the 163 colleges and universities that participate in the *Salary Survey* are divided into seven geographic regions. The placement offices listed comprise the Southern region.

The data are based on salary offers made to students graduating between September 1, 1984, and August 31, 1985. Tables on pages 2 through 5 list data on both regional and national levels for the interim period (March 2 through April 4) and cumulatively (September 1 through April 4). The block tables contain data for the interim period only.

SCOPE AND NATURE OF THE SURVEY

The scope, nature, and coverage of the CPC *Salary Survey* are particularly important to the interpretation and proper use of the statistics.

Offers are reported from employing organizations in business, industry, government, and non-profit and educational organizations. The offers are base starting salary offers and do not include fringe benefits or overtime. The data cover a broad range of functional positions, except teaching. Confidentiality is maintained for the individual, the college, and the employer.

The *Survey* reports offers, not acceptances, with no limit on the number of offers per student. Therefore, offers in the study cannot be equated with actual hires, and when the economic climate changes substantially, the ratio of offers to hires usually changes also, making comparison with other years no longer valid. In those categories where offers are relatively few, the data should be regarded only as an indication.

Copyright 1985 by The College Placement Council, Inc.
No part of this publication may be used, adapted, or reproduced in any manner whatsoever without written permission.
ISSN 0196-1004

(Data Combined For Men and Women)

AVERAGE MONTHLY SALARY OFFERS

Bachelor's Degree Candidates

BY CURRICULUM FOR ALL TYPES OF EMPLOYERS	INTERIM PERIOD 3/2/85 THROUGH 4/4/85							CUMULATIVE PERIOD 9/1/84 THROUGH 4/4/85						
	NUMBER OF OFFERS		AVERAGE $ OFFERS		PERCENTILES[1]			NUMBER OF OFFERS		AVERAGE $ OFFERS		PERCENTILES[1]		
	Regional	National	Regional	National	90th	50th	10th	Regional	National	Regional	National	90th	50th	10th
BUSINESS														
Accounting	37	670	$1703	$1720	$1792[†]	$1750[†]	$1460	353	3939	$1647	$1680	$1863	$1667	$1345
Business—General (incl. Mgmt.)	51	308	1635	1651	2042	1583	1170	135	1389	1571	1606	2042	1583	1161
Marketing & Distribution	12	150	1602	1599	*	*	*	54	733	1575	1546	1958	1583	1250
HUMANITIES & SOCIAL SCIENCES														
Humanities	8	59	1627	1635	*	*	*	38	305	1337	1436	1842	1292	933
Economics[2]	36	96	1811	1850	2250	1750	1500	59	226	1700	1712	2250	1666	1250
Other Social Sciences	22	89	1679	1757	2208	1694	1083	54	403	1462	1464	2083	1417	900
ENGINEERING														
Aeronautical	6	72	2238	2303	*	*	*	19	264	2123	2231	*	*	*
Chemical	37	410	2329	2375	2500	2400	2166	109	1134	2356	2375	2500	2425	2166
Civil (incl. Construction, Sanitary, & Transportation Engrg.)	8	137	2145	2011	*	*	*	39	532	2008	1979	2380	2100	1559
Electrical (incl. Computer Engrg.)	145	1607	2257	2287	2450	2325	1931	388	3023	2210	2268	2450	2277	1865
Geological	+	6	+	2115				+	34	+	2220			
Industrial	12	166	2175	2198	*	*	*	50	601	2120	2180	2417	2117	1866
Mechanical	69	822	2191	2268	2500	2300	1765	232	2695	2143	2249	2450	2208	1559
Metallurgical (incl. Metallurgy & Ceramic Engrg.)	8	69	1752	2240	*	*	*	15	165	1791	2263	*	*	*
Mining	+	9	+	2323				+	24	+	2174			
Nuclear (incl. Engrg. Physics)	+	10	+	2380				2	46	1891	2290	*	*	*
Petroleum	+	106	+	2608				+	292	+	2641			
Engineering Technology	+	92	+	2116				30	381	2084	2131	2417	2086	1708
SCIENCES														
Agricultural Sciences	+	20	+	1552				3	103	1601	1459	*	*	*
Biological Sciences	1	11	1118	1162	*	*	*	5	51	1184	1376	*	*	*
Chemistry	2	21	2015	2015	*	*	*	6	79	1648	1867	*	*	*
Computer Science	67	496	2110	2098	2400	2200	1750	166	1746	1991	2064	2317	2059	1486
Health (Medical) Professions	4	23	2505	1749	*	*	*	5	114	2107	1805	*	*	*
Mathematics	7	77	1695	2092	*	*	*	24	176	1737	2034	2100	1750	1375
Other Physical & Earth Sciences	2	31	1651	2073	*	*	*	9	97	1424	1903	*	*	*
Totals	534	5557						1796	20552					

[1] Percentiles are computed on regional data.
[2] Includes economics programs with both business and social science orientation.
[†] The 90th and 50th percentiles are close in value because of a clustering of offers.
* Not computed for fewer than 20 offers.
+ No offers reported.

(Data Combined For Men and Women)

AVERAGE MONTHLY SALARY OFFERS

Bachelor's Degree Candidates

BY FUNCTIONAL AREA FOR ALL TYPES OF EMPLOYERS	INTERIM PERIOD 3/2/85 THROUGH 4/4/85							CUMULATIVE PERIOD 9/1/84 THROUGH 4/4/85						
	NUMBER OF OFFERS		AVERAGE $ OFFERS		PERCENTILES[1]			NUMBER OF OFFERS		AVERAGE $ OFFERS		PERCENTILES[1]		
	Regional	National	Regional	National	90th	50th	10th	Regional	National	Regional	National	90th	50th	10th
Accounting/Auditing	44	761	$1689	$1732	$1850	$1750	$1458	371	4177	$1643	$1690	$1863	$1666	$1333
Business Administration	24	169	1608	1701	1958	1708	1125	69	825	1560	1596	1960	1583	1083
Communications	2	22	1813	2021	*	*	*	11	155	1302	1521	*	*	*
Community & Service Orgs. Work	3	9	1158	1214	*	*	*	19	70	1152	1350	*	*	*
EDP-Programming/Systems	83	629	2093	2140	2350	2178	1750	196	2022	1983	2089	2317	2042	1486
Engineering	229	3155	2229	2286	2470	2320	1840	776	10312	2181	2263	2459	2254	1750
Farm & Natural Resources Mgmt.	+	8	+	1964				+	45	+	1536			
Finance & Economics	44	147	1711	1809	2125	1625	1458	59	418	1661	1692	2083	1600	1375
Health (Medical) Services	4	28	2505	1670	*	*	*	7	136	1829	1718	*	*	*
Manufacturing &/or Industrial Oprs.	11	71	2279	2096	*	*	*	38	289	2115	2063	2438	2204	1506
Mathematics/Statistics	3	34	2027	2027	*	*	*	12	93	1855	1984	*	*	*
Merchandising/Sales Promotion	22	138	1649	1550	2025	1709	1333	56	668	1458	1456	1833	1417	1000
Personnel/Employee Relations	+	7	+	1459				4	82	1487	1745	*	*	*
Research—Non-Scientific	15	43	2156	2097	*	*	*	20	98	2134	1979	2458	2167	1708
Research—Scientific	12	97	1969	2184	*	*	*	26	257	1964	2035	2395	2003	1200
Rotational Training—Non-Technical	4	29	1386	1588	*	*	*	34	157	1401	1493	1750	1354	1042
Rotational Training—Technical	15	61	2345	2260	*	*	*	20	112	2211	2155	2450†	2400†	1500
Sales—Non-Technical Degree	13	127	1614	1596	*	*	*	62	559	1604	1580	1950	1583	1333
Sales—Technical/Scientific Degree	6	22	2232	2216	*	*	*	16	77	2186	2162	*	*	*
Totals	534	5557						1796	20552					

[1] Percentiles are computed on regional data
* Not computed for fewer than 20 offers
+ No offers reported
† The 90th and 50th percentiles are close in value because of a clustering of offers

(Data Combined For Men and Women)

AVERAGE MONTHLY SALARY OFFERS

Master's Degree Candidates
Inexperienced

(One Year Or Less Of Full-Time, Non-Military Employment)

GRADUATE PROGRAM	INTERIM PERIOD 3/2/85 THROUGH 4/4/85							CUMULATIVE PERIOD 9/1/84 THROUGH 4/4/85						
	NUMBER OF OFFERS		AVERAGE $ OFFERS		PERCENTILES[1]			NUMBER OF OFFERS		AVERAGE $ OFFERS		PERCENTILES[1]		
	Regional	National	Regional	National	90th	50th	10th	Regional	National	Regional	National	90th	50th	10th
BUSINESS														
Accounting	3	16	$1931	$1947	*	*	*	37	327	$1931	$2043	$2083	$1917	$1792
MBA (Non-Technical Undergraduate)	105	181	2534	2402	$3000	$2500	$2083	187	538	2405	2238	3000	2333	1917
MBA (Technical Undergraduate)	32	45	2563	2545	2917	2546	2083	58	123	2470	2483	2900	2504	2083
MS-Business (Incl Mgmt., Mktg., Finance, etc.)	+	20	+	2649				+	72	+	2376			
Industrial Mgmt. (incl. Industrial Admin.)	+	4	+	2671				+	20	+	2385			
Administration (Incl. Public, Hospital, etc.)	+	6	+	2603				5	23	2066	2364	*	*	*
HUMANITIES & SOCIAL SCIENCES														
Humanities	+	1	+	1500				1	30	1333	1519	*	*	*
Social Sciences	+	+	+	+				+	50	+	1713			
ENGINEERING														
Chemical	5	43	2689	2670	*	*	*	8	106	2688	2594	*	*	*
Civil (incl. Construction, Sanitary, & Transportation Engrg.)	+	11	+	2531				4	103	2351	2363	*	*	*
Electrical (incl. Computer Engrg.)	8	151	2807	2771	*	*	*	18	514	2654	2732	*	*	*
Industrial	1	10	1958	2506	*	*	*	6	44	2483	2440	*	*	*
Mechanical	6	86	2637	2634	*	*	*	14	267	2442	2590	*	*	*
Nuclear (Incl. Engrg. Physics)	1	7	2425	2536	*	*	*	1	19	2425	2552	*	*	*
SCIENCES														
Chemistry	+	5	+	2336				1	15	1917	2065	*	*	*
Computer Science	7	80	2769	2622	*	*	*	18	232	2593	2537	*	*	*
Geology & Related Geological Sciences	3	12	2738	2632	*	*	*	4	83	2736	2586	*	*	*
Mathematics	1	8	2042	2382	*	*	*	1	20	2042	2418	*	*	*
Metallurgy (incl. Met. Engrg., Materials Engrg./ Science, & Ceramics)	+	6	+	2550				1	23	2333	2563	*	*	*
Totals	172	692						364	2609					

[1] Percentiles are computed on regional data.
* Not computed for fewer than 20 offers.
+ No offers reported.

(Data Combined For Men and Women)

AVERAGE MONTHLY SALARY OFFERS

Master's Degree Candidates—Experienced[1]

GRADUATE PROGRAM	INTERIM PERIOD 3/2/85 THROUGH 4/4/85							CUMULATIVE PERIOD 9/1/84 THROUGH 4/4/85						
	NUMBER OF OFFERS		AVERAGE $ OFFERS		PERCENTILES[2]			NUMBER OF OFFERS		AVERAGE $ OFFERS		PERCENTILES[2]		
	Regional	National	Regional	National	90th	50th	10th	Regional	National	Regional	National	90th	50th	10th
Over 1 to 2 years														
MBA - Non-Tech Undergraduate	30	44	$2702	$2561	$3167	$2688	$2167	44	109	$2621	$2479	$3333	$2500	$1833
MBA - Tech Undergraduate	3	7	2700	2560	*	*	*	7	19	2836	2627	*	*	*
Over 2 to 4 years														
MBA - Non-Tech Undergraduate	39	51	2686	2616	2933	2677	2283	54	105	2676	2628	3167	2677	2166
MBA - Tech Undergraduate	3	5	2136	2560	*	*	*	7	16	2427	2841	*	*	*
Over 4 years														
MBA - Non-Tech Undergraduate	12	24	2793	2543	*	*	*	18	75	2735	2581	*	*	*
MBA - Tech Undergraduate	7	9	3072	2893	*	*	*	10	25	3013	2786	*	*	*
Totals	94	140						140	349					

DOCTORAL DEGREE CANDIDATES

ENGINEERING														
Chemical	+	17	+	$3354				1	69	$3367	$3365	*	*	*
Civil (incl. Construction, Sanitary, & Transportation Engrg.)	+	1	+	3583				+	8	+	2610			
Electrical (incl. Computer Engrg.)	1	17	$3550	3577	*	*	*	2	54	3654	3449	*	*	*
Mechanical	+	6	+	3336				+	29	+	3126			
SCIENCES														
Chemistry	3	23	3055	3007	*	*	*	6	86	3070	2916	*	*	*
Mathematics (incl. Oprs. Research, Statistics, & Actuarial Science)	+	+	+	+				+	8	+	2583			
Metallurgy (incl. Met. Engrg., Materials Engrg. / Science, & Ceramics)	+	2	+	3542				+	17	+	3212			
Physics	2	10	2417	3110	*	*	*	2	30	2417	3049	*	*	*
Totals	6	76						11	301					

[1] Years of previous full-time, non-military employment.
[2] Percentiles are computed on regional data.
* Not computed for fewer than 20 offers.
+ No offers reported.

SCPA INTERIM REPORT

AVERAGE MONTHLY SALARY OFFERS

BY CURRICULUM & EMPLOYER

APRIL 1985 SCPA REGIONAL INTERIM REPORT NUMBER 1

INTERIM PERIOD 03/02/85 THROUGH 04/04/85

CURRICULUM	ACCTG-PUBLIC		BANK-FINANCE		MERCHANDSNG		AERO-ELECTRNC		AUTO, MECH-EQPT		BLDG MATERIAL	
ACCOUNTING	1724 1792 1500	32	1590	1	1458	1						
BUSINESS - GENERAL	1889	15	1592	16	1452	13	1625	2	1250	1	1125	1
MARKETING/DISTRIBUTN	1750	1			1552	4			1710	1	1825	1
HUMANITIES			1625	1	1670	3						
ECONOMICS	1750	1	1708	15	1694	3					1542	2
OTHR SOCIAL SCIENCES	1717	2	1908	5	1528	3					1375	1

SCPA INTERIM REPORT
AVERAGE MONTHLY SALARY OFFERS
BY CURRICULUM & EMPLOYER

APRIL 1985 SCPA REGIONAL INTERIM REPORT NUMBER 1
INTERIM PERIOD 03/02/85 THROUGH 04/04/85

CURRICULUM	ACCTG-PUBLIC		BANK-FINANCE		MERCHANDSNG		AERO-ELECTRNC		AUTO. MECH-EQPT		BLDG MATERIAL	
AERONAUTICAL							2305	4			2225	1
CHEMICAL							2267	3				
CIVIL -CNSTR/SAN/TRP									2225	1		
ELECTRICAL -COMPTR	1971	10					2323 2470 2180	70	2456	3	2250	1
GEOLOGICAL												
INDUSTRIAL	1958	1					2138	2			2194	2
MECHANICAL							2249	12	1995	2	2100	1
METALLURGICAL							2260	1				
MINING												
NUCLEAR -ENGRG PHYS												
PETROLEUM -NATL GAS												
ENGINEERING TECH												

SCPA INTERIM REPORT

AVERAGE MONTHLY SALARY OFFERS

BY CURRICULUM & EMPLOYER

APRIL 1985 SCPA REGIONAL INTERIM REPORT NUMBER 1

INTERIM PERIOD 03/02/85 THROUGH 04/04/85

CURRICULUM	ACCTG-PUBLIC		BANK-FINANCE		MERCHANDSNG		AERO-ELECTRNC		AUTO, MECH-EQPT		BLDG MATERIAL	
AGRICULTURL SCIENCES												
BIOLOGICAL SCIENCES												
CHEMISTRY												
COMPUTER SCIENCE	1750	2	2125	5	1666	1	2210 2400 1950	33				
HEALTH (MED) PROFSNS												
MATHEMATICS			1458	3			2138	2				
OTHR PHYSCL/EARTH SCI												

SCPA INTERIM REPORT

AVERAGE MONTHLY SALARY OFFERS

BY CURRICULUM & EMPLOYER

APRIL 1985 SCPA REGIONAL INTERIM REPORT NUMBER 1

INTERIM PERIOD 03/02/85 THROUGH 04/04/85

CURRICULUM	CHEMCLS-DRUG		ELECTRL MAC		FOOD-BEVERAGE		GLASS-PAPER		METALS/PRODS		PETRO/ALLIED	
ACCOUNTING											1632	1
BUSINESS - GENERAL	1458	1					2042	1				
MARKETING/DISTRIBUTN												
HUMANITIES	1750	1					1750	1				
ECONOMICS			2010	1			1666	1				
OTHR SOCIAL SCIENCES	1694	2					1483	1				

SCPA INTERIM REPORT

AVERAGE MONTHLY SALARY OFFERS

BY CURRICULUM & EMPLOYER

APRIL 1985 SCPA REGIONAL INTERIM REPORT NUMBER 1

INTERIM PERIOD 03/02/85 THROUGH 04/04/85

CURRICULUM	CHEMCLS-DRUG		ELECTRL MAC		FOOD-BEVERAGE		GLASS-PAPER		METALS/PRODS		PETRO/ALLIED	
AERONAUTICAL												
CHEMICAL	2386	18	2208	1			2357	3			2474	8
CIVIL -CNSTR/SAN/TRP	2239	4									2380	1
ELECTRICAL -COMPTR	2411	3	2423	18			2379	2	2225	2	2416	2
GEOLOGICAL												
INDUSTRIAL	2227	4			2417	1			2225	1		
MECHANICAL	2435	8	2313	12			2390	3	2428	3	2462	3
METALLURGICAL	2400	1										
MINING												
NUCLEAR -ENGRG PHYS												
PETROLEUM -NATL GAS												
ENGINEERING TECH												

SCPA INTERIM REPORT

AVERAGE MONTHLY SALARY OFFERS — APRIL 1985 SCPA REGIONAL INTERIM REPORT NUMBER 1

BY CURRICULUM & EMPLOYER — INTERIM PERIOD 03/02/85 THROUGH 04/04/85 — PART 2 - PAGE 3

CURRICULUM	CHEMCLS-DRUG		ELECTRL MAC		FOOD-BEVERAGE	GLASS-PAPER	METALS/PRODS	PETRO/ALLIED	
AGRICULTURL SCIENCES									
BIOLOGICAL SCIENCES									
CHEMISTRY	2015	2							
COMPUTER SCIENCE	2185	5	2250	3				2209	2
HEALTH (MED) PROFSNS	2423	3							
MATHEMATICS									
OTHR PHYSCL/EARTH SCI									

SCPA INTERIM REPORT
AVERAGE MONTHLY SALARY OFFERS
BY CURRICULUM & EMPLOYER

APRIL 1985 SCPA REGIONAL INTERIM REPORT NUMBER 1

INTERIM PERIOD 03/02/85 THROUGH 04/04/85

CURRICULUM	RESRCH/CONSLT		TIRE-RUBBER		UTLTIES-PUBLC		GOVT-FEDERAL		GOVT-LCL/STATE		NON-PROFIT ORG	
ACCOUNTING									1583	2		
BUSINESS - GENERAL									1583	1		
MARKETING/DISTRIBUTN	1900	1					1500	1	1444	3		
HUMANITIES					1300	1	1583	1				
ECONOMICS	2113	10			1863	1	1416	1	1583	1		
OTHR SOCIAL SCIENCES	2250	4							1125	1		

CURRICULUM												
ACCOUNTING									1000	3		
BUSINESS - GENERAL												
MARKETING/DISTRIBUTN												
HUMANITIES												
ECONOMICS												
OTHR SOCIAL SCIENCES												

SCPA INTERIM REPORT

AVERAGE MONTHLY SALARY OFFERS

BY CURRICULUM & EMPLOYER

APRIL 1985 SCPA REGIONAL INTERIM REPORT NUMBER 1

INTERIM PERIOD 03/02/85 THROUGH 04/04/85

CURRICULUM	RESRCH/CONSLT		TIRE-RUBBER		UTLTIES-PUBLC		GOVT-FEDERAL		GOVT-LCL/STATE		NON-PROFIT ORG	
AERONAUTICAL							1981	1				
CHEMICAL	2300	1					1683	3				
CIVIL -CNSTR/SAN/TRP					1900	1			1697	1		
ELECTRICAL -COMPTR	2154	2			2236 2400 2175	20	1768	11	2000	1		
GEOLOGICAL												
INDUSTRIAL							1931	1				
MECHANICAL	2197	5			2205	6	1772	14				
METALLURGICAL							1559	6				
MINING												
NUCLEAR -ENGRG PHYS												
PETROLEUM -NATL GAS												
ENGINEERING TECH												

SCPA INTERIM REPORT
AVERAGE MONTHLY SALARY OFFERS
BY CURRICULUM & EMPLOYER

APRIL 1985 SCPA REGIONAL INTERIM REPORT NUMBER 1
INTERIM PERIOD 03/02/85 THROUGH 04/04/85

CURRICULUM	RESRCH/CONSLT		TIRE-RUBBER		UTLTIES-PUBLC		GOVT-FEDERAL		GOVT-LCL/STATE		NON-PROFIT ORG	
AGRICULTURL SCIENCES												
BIOLOGICAL SCIENCES											1118	1
CHEMISTRY												
COMPUTER SCIENCE	2066	5			2317	1	1811	9	1625	1		
HEALTH (MED) PROFSNS											2750	1
MATHEMATICS							1840	1	1375	1		
OTHR PHYSCL/EARTH SCI							1651	2				

REV 2

BY TECHNICAL/NON TECHNICAL CURRICULUM & EMPLOYER PART 1 INTERIM PERIOD 03/02/85 THROUGH 04/04/85

AVERAGE MONTHLY SALARY OFFERS TO MBA CANDIDATES APRIL 1985 SCPA REGIONAL INTERIM REPORT

CURRICULUM	ACCTG-PUBLIC		BANK-FINANCE		MERCHANDSNG		AERO-ELECTRNC		AUTO, MECH-EQPT		BLDG MATERIAL	
MBA - NON-TECHNICAL	2236 2500 2000	28	2699 3683 2085	35	2381	8	2533	6	2450	2		
MBA - TECHNICAL	2079	4	2578	3			2549	6				

BY TECHNICAL/NON TECHNICAL CURRICULUM & EMPLOYER PART 2 INTERIM PERIOD 03/02/85 THROUGH 04/04/85

AVERAGE MONTHLY SALARY OFFERS TO MBA CANDIDATES APRIL 1985 SCPA REGIONAL INTERIM REPORT

CURRICULUM	CHEMCLS-DRUG		ELECTRL MAC		FOOD-BEVERAGE		GLASS-PAPER		METALS/PRODS		PETRO/ALLIED	
MBA - NON-TECHNICAL	2684	7			2675	5	2708	5			2958	1
MBA - TECHNICAL	2761	12	2750	1	2667	1	2958	1	2800	1		

BY TECHNICAL/NON TECHNICAL CURRICULUM & EMPLOYER PART 3 INTERIM PERIOD 03/02/85 THROUGH 04/04/85

AVERAGE MONTHLY SALARY OFFERS TO MBA CANDIDATES APRIL 1985 SCPA REGIONAL INTERIM REPORT

CURRICULUM	RESRCH/CONSLT		TIRE-RUBBER		UTLTIES-PUBLC		GOVT-FEDERAL		GOVT-LCL/STATE		NON-PROFIT ORG	
MBA - NON-TECHNICAL	2819	4	2500	2	3000	1					1916	1
MBA - TECHNICAL	2083	1									2146	2